

Getting Started with LexisNexis Newsdesk®

A Newsdesk Quick Start Guide

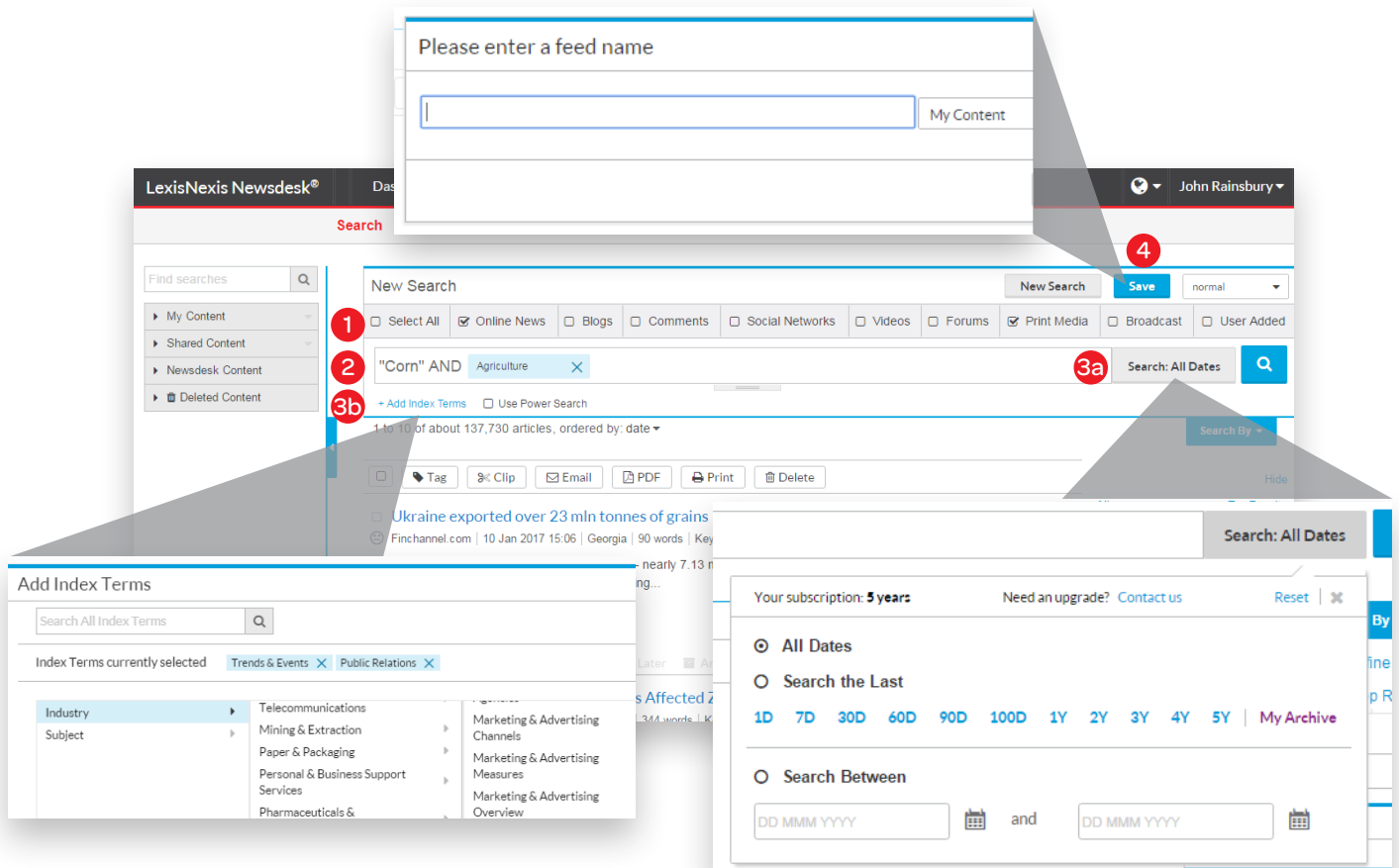
Learn how to conduct a search, analyze with charts and graphs, and build a newsletter in 10 minutes.

Search

Searching is the heart of Newsdesk. It allows you to identify the media and information relevant to you, and is therefore the starting point for creating an analysis or newsletter. Make sure you are on the **Search** tab to get started.

- 1 Select the media types you'd like to analyze (Choose **Select All** to search on all available content)
- 2 Add the keyword(s) you'd like to build your search on. You can leverage Boolean logic to create more advanced searches.
- 3 Narrow your search parameters to ensure you get the most relevant results:
 - a. Specify a date range by clicking the **Search: All Dates** box
 - b. Specify an Industry or Subject relevant to your search by clicking the **+ Add Index Terms** options
- 4 Click **Save** and name the search something you'll remember. It will now appear in the left-hand tree.

You can read through your results here in the **Search Tab**. There's a lot more you can do here to build a query. [Click here](#) to learn more.



The screenshot displays the LexisNexis Newsdesk Search interface. A 'Please enter a feed name' dialog box is open at the top, with a text input field and a 'My Content' button. The main search area is titled 'New Search' and includes a 'Find searches' dropdown on the left. The search criteria are set to 'Corn' AND 'Agriculture'. The date range is set to 'Search: All Dates'. The search results show '1 to 10 of about 137,730 articles, ordered by: date'. A 'Ukraine exported over 23 mln tonnes of grains' article is highlighted. The 'Add Index Terms' panel is open, showing a list of index terms including 'Telecommunications', 'Mining & Extraction', 'Paper & Packaging', 'Personal & Business Support Services', 'Pharmaceuticals &', 'Marketing & Advertising Channels', 'Marketing & Advertising Measures', and 'Marketing & Advertising Overview'. The 'Search: All Dates' panel is also open, showing a subscription of 5 years and a search range from '1D' to '5Y'.

Please enter a feed name

My Content

LexisNexis Newsdesk®

Search

Find searches

New Search

Select All ☒ Online News ☐ Blogs ☐ Comments ☐ Social Networks ☐ Videos ☐ Forums ☒ Print Media ☐ Broadcast ☐ User Added

"Corn" AND Agriculture

+ Add Index Terms ☐ Use Power Search

1 to 10 of about 137,730 articles, ordered by: date

Ukraine exported over 23 mln tonnes of grains

Finchannel.com | 10 Jan 2017 15:06 | Georgia | 90 words | Key

Search: All Dates

Add Index Terms

Search All Index Terms

Index Terms currently selected: Trends & Events X Public Relations X

Industry Subject

Telecommunications

Mining & Extraction

Paper & Packaging

Personal & Business Support Services

Pharmaceuticals &

Marketing & Advertising Channels

Marketing & Advertising Measures

Marketing & Advertising Overview

Your subscription: 5 years

Need an upgrade? [Contact us](#) [Reset](#)

All Dates

Search the Last

1D 7D 30D 60D 90D 100D 1Y 2Y 3Y 4Y 5Y | My Archive

Search Between

DD MMM YYYY and DD MMM YYYY

Analyze

To gain insight into what the data mean, you can build charts using your saved searches. Click on the Analyze tab to get started.

- 1 Click **Go** under **Create New Analysis**.
- 2 Click **Select** under **Select Charts** to choose the types of analyses you'd like to conduct.

Option A: Choose an Analysis Template from our library for a pre-created selection of charts to analyze. Click **Next**.

Option B: Create your own Analysis by selecting the analysis charts you'd like included. Charts are categorized by Coverage, Entities, Influence, Location, Sentiment, Source, and Other. You'll see a preview of the different chart options. Charts with a [1] indicate charts that can be only made with one search, otherwise, you can compare multiple searches. Click **Next**.

The screenshots illustrate the process of creating a new analysis in LexisNexis Newsdesk:

- Screenshot 1:** The 'Welcome to Analyze' page. A red circle with the number 1 highlights the 'Go' button under the 'Create New Analysis' section.
- Screenshot 2:** The 'Select Charts' and 'Select Searches' options. A red circle with the number 2 highlights the 'Select' button under the 'Select Charts' section.
- Screenshot 3:** The 'Analysis Builder' interface. A red circle with the number 2a highlights the 'Competitive Analysis' template in the 'Find Charts' list. The preview shows a bar chart for 'Article Sentiment' and a pie chart for 'Share of Voice'.
- Screenshot 4:** The 'Analysis Builder' interface. A red circle with the number 2b highlights the 'Coverage Over Time' chart in the 'Find Charts' list. The preview shows a line chart for 'Engagement Over Time' and a pie chart for 'Share of Voice'.

- 3 Select the search results you'd like to analyze from the list of saved searches. You can select multiple searches.
- 4 Click **Analyze** and see your results appear.
- 5 Click **Save** to give it a name and come back to it later.
- 6 Click the ... menu in the upper left menu of your chart and from **Share** choose **My Content** to add this to your Left Hand Tree (You'll see it under the Dashboard Tab). You can also press 'Sent to dashboard' to immediately embed the chart on your dashboard.

[Click here](#) to learn more about using Analyze.

Dashboard

The Dashboard is your home screen.

- 1 Click the **Dashboard** tab.
- 2 Click and drag the saved search into the Dashboard to display a feed of the search results (or click the small grey arrow to the right of your reach name and select "Add to dashboard")
- 3 Click and drag the chart you created in the same way.

[Click here](#) to learn more about Dashboards.

Send out a Newsletter

It's simple to share insights and analyses with your colleagues, clients, or lists using our Newsletter tool.

- 1 Click **Share** tab
- 2 Click blue **New Newsletter** button
- 3 Fill in the info:
 - Give it a name
 - Add recipients
 - Type an email subject
- 4 Add your search and your graph by clicking and dragging both from the Left Hand Tree to the **Feeds/Charts** area of the Newsletter
- 5 Choose **Enhanced HTML** and click **Save**.

The screenshot displays the LexisNexis Newsdesk interface. The top navigation bar includes 'Dashboard', 'Search', 'Analyze', and 'Share' (highlighted with a red box and number 1). Below the navigation bar, the 'Alerts/Newsletters' section is visible, with a 'New Newsletter' button (highlighted with a red box and number 2). A table lists existing newsletters, including 'Leela's Newsletter' and 'New Newsletter', with columns for Name, Type, Published status, Scheduled Times, Contents, Recipients, Action, and Delete. The 'New Newsletter' form is shown in the foreground, with fields for Name, Tags, Recipient(s), Email Subject, and checkboxes for 'Use automated email subject based on the feeds', 'Publish', 'Unsubscribe Link', and 'Notifications'. The 'Feeds/Charts' section on the left (highlighted with a red box and number 4) shows a list of searches, including 'Adele', 'Beyonce', 'Katy Perry', 'Rihanna', 'Share of Voice', 'Taylor Swift', and 'The Bachelorette'. The 'Layout' section (highlighted with a red box and number 5) shows 'Enhanced HTML' selected. The 'Send When Empty' section shows 'No' selected.

LexisNexis Newsdesk® Dashboard Search Analyze **Share** What's New Leela Hauser

Alerts/Newsletters Email Themes Export

My Emails Published Emails New Alert **New Newsletter**

Alert License: 50/50, Newsletter License: 3/5

Name	Type	Published	Scheduled Times	Contents	Recipients	Action	Delete
Leela's Newsletter	Newsletter	No	n/a	1 Feeds/Charts	leela.hauser@lexisnexis.com	Active Paused	
New Newsletter	Newsletter	No	n/a	2 Feeds/Charts	leela.hauser@lexisnexis.com	Active Paused	

Show 10 25 50 100 200

Find searches

< Back

New Newsletter

Name Pop Divas Newsletter

Tags Tag

Recipient(s) Leela Hauser

Email Subject Pop Divas Weekly

☐ Use automated email subject based on the feeds

☐ Publish ☐ Alerts and Newsletters that are Published are available for other users to subscribe

Unsubscribe Link ☒ Allow recipients to unsubscribe from Newsletter

Notifications ☒ Notify creator when recipients unsubscribe

Feeds/Charts

Adele

Beyonce

Katy Perry

Rihanna

Up Down

Up Down

Up Down

Options Top Stories ☐ Yes ☒ No

Layout ☒ Enhanced HTML ☐ Plain HTML

Send When Empty ☐ Yes ☒ No

- 6 To auto-send your newsletter, next to “Automatic” choose a day and time.
- 7 If you prefer to send manually, click **Edit & Send** to make any final revisions. Click **Send Test** to preview it in your Inbox or click **Send** when it’s ready to go.

The next time this newsletter is sent, it will only contain new items since the last time it went out.

[Click here](#) to learn more about the Email Tab.

Find searches

My Content

- Adele
- Beyonce
- Katy Perry
- Rihanna
- Share of Voice
- Taylor Swift
- The Bachelorette

Global Finance

- Blockchain
- Emerging Markets
- European Banking
- Finance CEO's
- Investment Banking
- Investment Banking - Social
- IPO's
- Tech Stocks
- US Banking

Top Global Banks

- AgBank
- Bank of America
- Bank of China

Unsubscribe Link ☒ Allow recipients to unsubscribe from Newsletter

Notifications ☒ Notify creator when recipients unsubscribe

Feeds/Charts

- Adele
- Beyonce
- Katy Perry
- Rihanna

Drag a feed or chart to this area to add it

Options

Top Stories ☐ Yes ☒ No

Layout ☒ Enhanced HTML ☐ Plain HTML

Send When Empty ☐ Yes ☒ No

Theme My Custom theme **Preview**

Timezone (UTC +00:00) Europe/London ☐ Change

6 Automatic Monday 06:00 **add**

Send Until No end date

7 Manual **Edit & Send** No saved draft

Cancel Save As **Save**

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TIPS/TRICKS

- ✓ Add as many media types as you want to a search.
- ✓ Searches can be built using keywords, filters, or any combination of the two.
- ✓ Move a search to **Shared Content** to share it with everyone in your account.
- ✓ See all the available sources under **Search → Source Index**
- ✓ Charts are interactive. Try clicking on everything to drill into a certain datapoint.
- ✓ [Read the Help File](#) for detailed information about all areas of Newsdesk.



Contact

Need more help? Contact our Client Services team and we will gladly answer your questions!

clientservices@moreover.com

support@lexisnexis.eu

US +1 866 897 8129

UK +44 (0)845 647 8888

DE +49(0)211 417435 40

FR +33(0)1 71 72 48 50

NL +31(0)20 485 3456